

CROMER - ADV/20/0047 – Non illuminated advertising sign measuring 2.4m x 0.9m and 3 no. non-permanent sail flag banner signs measuring 3.2m x 0.5m; Marrams Putting Green, Runton Road, Cromer, NR27 9AU for Mr Deakin

- Target Date: 18 March 2020

Case Officer: Mr C Reuben

Advertisement Consent

RELEVANT CONSTRAINTS

Landscape Character Area

LDF Tourism Asset Zone

LDF - Public Realm

LDF - Open Land Area

Conservation Area

LDF - Settlement Boundary

Development within 60m of Class A road

RELEVANT PLANNING HISTORY

None

THE APPLICATION

The application is for the display of one non-illuminated advertisement and three non-permanent 'sail flag' banner signs. The three flag advertisements (3.2m high and 0.5m wide) would be positioned directly outside the front of the pavilion building. The fixed advertisement (2.9m overall height including posts, 0.9m sign only, 2.4m wide) would be located at the far eastern end of the putting green behind, and projecting above, an existing hedge.

REASONS FOR REFERRAL TO COMMITTEE

At the request of Cllr T Adams due to considerations relating to the economic benefits of the business to Cromer and benefits to the usability of the open space, and the likely increased viability of the business as a result of the proposed advertisements.

TOWN COUNCIL

Cromer Town Council - Support the application.

REPRESENTATIONS

None

CONSULTATIONS

Norfolk County Council (Highway) - No objection.

Conservation and Design Officer - (See Landscape Officer comments on behalf).

Landscape Officer - Objection. Signage does not preserve or enhance Cromer Conservation Area nor is it appropriate for the formal garden context. Currently there are long range views above the hedges and landscaped features of the linear garden and the only vertical

elements are the lighting columns. The flags are less contentious on the basis that they are not permanent structures and can be removed.

HUMAN RIGHTS IMPLICATIONS

It is considered that the proposed development may raise issues relevant to

Article 8: The Right to respect for private and family life.

Article 1 of the First Protocol: The right to peaceful enjoyment of possessions.

Having considered the likely impact on an individual's Human Rights, and the general interest of the public, refusal of this application as recommended is considered to be justified, proportionate and in accordance with planning law.

CRIME AND DISORDER ACT 1998 - SECTION 17

The application raises no significant crime and disorder issues.

POLICIES

National Planning Policy Framework (NPPF):

Paragraph 132 (advertisements)

North Norfolk Design Guide (Supplementary Planning Document):

Chapter 8 - Shopfronts and Advertisements

MAIN ISSUES FOR CONSIDERATION

1. Principle
2. Visual Amenity
3. Highway Safety

APPRAISAL

1. Principle

The application is for advertisement consent - as such, the only matters for consideration are the impact of the proposed signage on amenity and public safety, in accordance with Paragraph 132 of the National Planning Policy Framework (NPPF). Such matters are assessed against Chapter 8 of the adopted North Norfolk Design Guide and in consultation with the Highway Authority.

When assessing the acceptability of advertisements, Objective EN 5 (of Chapter 8) of the Design Guide states that the key objectives are:

- To ensure that all advertisements preserve or enhance the appearance and character of their host building and the wider street scene;
- To ensure businesses are able to brand themselves successfully in a way that does not harm the character and appearance of our historic town centres; and
- To ensure that all proposals in areas designated as public realm enhance the overall appearance and usability of the area.

2. Visual amenity

There are no particular concerns in regards to the display of the three flag advertisements, primarily owing to their temporary nature in being easily removed and stored when not in use. They arguably have a visual impact but would be seen against the backdrop of the existing building.

By contrast, the proposed permanent advertisement is not considered to be visually acceptable. The advertisement would project above the existing hedge line where there are no advertisements or tall projecting features (other than expected street furniture) at present along the esplanade, which is characterised by low-level uninterrupted landscaping around the existing putting green and sunken gardens. In addition, the site falls within an area designated as Public Realm - the third bullet point of Objective EN 5 states that in such a location, all proposals should enhance the overall appearance and usability of the area.

Notwithstanding three previously existing thin flag poles, it is considered that the advertisement would be unduly intrusive, particularly when approaching from an easterly direction. It is recognised that the prominence of the advertisement is to attract trade and support an existing business, however, this cannot be at the expense of the character of the surrounding area. Furthermore, the economic benefits of proposed advertisements are not a material consideration under Paragraph 132 of the NPPF. In its current form, and given the unacceptable choice of lettering size, the advertisement would have a detrimental impact upon the character and appearance of the surrounding Conservation Area, the Public Realm and generally in terms of visual amenity.

3. Highway safety

It is not considered that the proposed advertisements would have a detrimental impact on highway safety.

4. Conclusion

It is considered that the three flag advertisements are acceptable owing to their position and temporary nature. By contrast, the fixed advertisement would be harmful to the visual amenity of the area for the reasons stated above and it has been concluded that there are no material considerations which would outweigh this. Therefore, a split decision is recommended.

RECOMMENDATION: Split Decision for the following reasons:

Express consent granted for proposed flag advertisements only:

Express consent is granted in accordance with the following approved plans and details received by the Local Planning Authority:

- the drawing titled 'Plan 1 (positioning of proposed flag advertisements only)' received on 13 January 2020; and
- the flag advertisement photograph (with measurements) received on 21 January 2020.

Refusal of the proposed fixed advertisement:

In the opinion of the Local Planning Authority, the proposed fixed advertisement, by virtue of its height, design and positioning, would have an unduly intrusive appearance and would appear as a dominant feature in the locality. It would further have a detrimental visual impact upon the character and appearance of the Public Realm and surrounding Conservation Area.

The advertisement is therefore considered to be contrary to Objective EN 5 and paragraphs 8.3.1 and 8.3.9 of the North Norfolk Supplementary Planning Document - Design Guide adopted in December 2008 and paragraph 132 of National Planning Policy Framework (February 2019).